

LESSON PLAN

Station Marketing and Review Techniques (SMART)

DISCUSSION POINT

RELATED INSTRUCTOR ACTIVITY

I. Presentation

Ref: COMNAVCRUITCOM INST 1133.6 series

A. Station Marketing and Review Techniques (SMART)

1. The SMART system was designed to identify where the quality market can be found and where target market center locations are.
2. The data produced by WIN-STEAM and ASAD provides the majority of the information needed for the SMART system.

B. Components of the SMART system

1. NRS/NRRS Territorial Map

- a. Detailed map of NRS/NRRS entire area of responsibility.
- b. Map divided into zip code boundaries and recruiter areas of responsibility with marker or map tape.

2. New Contract/QNE Overlay

- a. Records the location by zip code of actual enlistments for all services and qualified but not enlisted (QNE).

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3. Goal Recap Sheets- provides a quick reference on attainment, quality and attrition.
4. High School/Junior College Folders- provides a planned approach to prospecting educational facilities.
5. DEP Status Board- provides a rolling twelve-month picture of the DEP pool.
 - a. Referrals
 - b. School Year to Date Will Grad (SYTD WG) goal
 - c. School Year to Date Will Grad Attain (SYTD WG ATT)
 - d. Total DEP accessions
 - e. Total DEP
6. The objective of the SMART system is to help you answer questions about your station/zone and the target market.
 - a. The best way to describe the use of the data you have collected is to pose some common questions and discuss possible analysis and actions.

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b. Example:

- ?? Why is my Station production low?
- ?? Analysis- The ASAD, goal recap sheet and DEP status board show past trends/what might work in the future?
- ?? New Contract/DOD Overlay indicates how each recruiter area is doing.
- ?? Action-Establish what your specific problems/strengths are.
- ?? Develop plan of action to determine what results you expect.